

The 'Communicate to Vaccinate' taxonomy: interventions to improve communication about childhood vaccination

		TARGET			
		Parents or soon-to-be parents	Communities, community members or volunteers	Health professionals	
PURPOSE	<p><b>Inform or Educate</b> Interventions to enable consumers to understand the meaning and relevance of vaccination to their health and the health of their family or community. Interventions are sometimes tailored to address low literacy levels and can also serve to address misinformation.</p>	<p><b>One on one interactions</b> e.g. Immunisation education delivered after birth at hospital</p> <p><b>Group interactions</b> e.g. Group parental education sessions</p> <p><b>Mail (postcards, letters or email)</b> e.g. Parents mailed written information on vaccines</p> <p><b>Phone-based (calls, hotlines or SMS)</b> e.g. Phone calls to parents with information about vaccines</p> <p><b>Device or tool</b> e.g. Refrigerator magnets containing info on immunisation schedule</p> <p><b>Audio visual / performance</b> e.g. Video presentation to parents on the importance of vaccines</p> <p><b>Printed material</b> e.g. A pamphlet containing vaccine info given to parents</p> <p><b>Web-based</b> e.g. Parents directed to vaccine related web sites for information</p>	<p><b>One on one interactions</b> e.g. Programme publicity through personal contacts between programme workers and inhabitants</p> <p><b>Group interactions</b> e.g. Community dialogues facilitated by local leaders create a two-way stream of communication between communities and health workers</p> <p><b>Mail (postcards, letters or email)</b> e.g. Mass communication mailing campaign promoting influenza vaccine</p> <p><b>Phone-based (calls, hotlines or SMS)</b> e.g. Phone service (with email and fax) to provide information on vaccine benefits and risks to non-specialists and citizens</p> <p><b>Device or tool</b> e.g. Learning modules for primary school children about child survival issues (including immunization)</p>	<p><b>Audio visual / performance</b> e.g. Television documentaries showing effects of vaccine-preventable diseases to encourage vaccination</p> <p><b>Printed material</b> e.g. Posters to encourage people to be vaccinated in the pharmacy</p> <p><b>Web-based</b> e.g. A laptop set up by Librarians in or near clinic for people to access vaccine info</p> <p><b>Media campaign</b> e.g. Vaccine info disseminated via radio, newspaper ads and billboards</p> <p><b>Community event</b> e.g. Vaccination education sessions held at an immunisation carnival</p> <p><b>Celebrity spokespeople</b> e.g. Famous athletes serve as ambassadors to reinforce key messages on vaccination</p>	<p><b>Phone-based (calls, hotlines or SMS)</b> e.g. Immunisation hotline for the public as well as health professionals</p>
	<p><b>Remind or Recall</b> Interventions to remind consumers of required vaccinations and to recall those who are overdue.</p>	<p><b>One on one interactions</b> e.g. Parent reminded about child's next vaccination at clinic</p> <p><b>Mail (postcards, letters or email)</b> e.g. Reminder letter mailed to parents before next appointment</p> <p><b>Phone-based (calls, hotlines or SMS)</b> e.g. Phone call notifying parents of missed vaccine dose</p> <p><b>Device or tool</b> e.g. Refrigerator magnet containing date of next vaccination</p>			<p><b>One on one interactions</b> e.g. Nurses checks for immunisation status at every visit and verbally prompts doctor</p> <p><b>Device or tool</b> e.g. Point of care reminders for physicians</p>

<b>PURPOSE</b>	<b>Teach Skills<sup>†</sup></b> Interventions focusing on the acquisition of skills related to accessing and communicating about vaccination. Such interventions aim to teach parents early parenting skills such as how to find access and utilise vaccination services. They also include interventions to train parents, communities and health care providers how to communicate or provide vaccination-related education to others.	<b>Training in how to communicate / provide education to others</b> e.g. Health visitor at child health clinic offered suggestions for mother about how to communicate about vaccination with her child to reduce stress  <b>Parenting skills programs</b> e.g. Home visits to teach child health and parenting skills	<b>Training in how to communicate / provide education to others</b> e.g. Teachers taught to focus teaching on child survival and development topics	<b>Training in how to communicate / provide education to others</b> e.g. Peer training for nurses about how to provide education to parents and motivate them to immunise
	<b>Provide Support<sup>†</sup></b> Interventions, often tailored or personalised, to assist people in addressing specific challenges to vaccination that arise within their day-to-day lives (eg social issues such as disagreement within a family regarding vaccinating or emotional issues such as parental anxiety about vaccination.)  In contrast to interventions to inform or educate, interventions to provide support are more focused on addressing specific challenges faced by parents when making vaccination decisions.	<b>One on one interactions</b> e.g. Home visits to first time parents to support parents on matters such as difficult child behaviour, breastfeeding challenges and decisions surrounding vaccination  <b>Group interactions</b> e.g. Biweekly parent support groups  <b>Phone-based (calls, hotlines or SMS)</b> e.g. Monthly support calls from a family resource specialist  <b>Web-based</b> e.g. Support between parents via online chat forum		
	<b>Facilitate Decision Making</b> Interventions to help parents understand the personal benefits or risks of vaccination and assist them to actively participate in decision making.	<b>Decision aids</b> e.g. Parents are sent a decision aid booklet before an appointment		<b>Decision aids</b> e.g. Clinical decision support tool for physicians to decide whether to administer influenza vaccine
	<b>Enable Communication</b> Interventions to make communication possible.	<b>Interpreters</b> e.g. Employment of bilingual staff and translation of vaccine information		
	<b>Enhance Community Ownership</b> Interventions to increase community participation and promote interaction between the community and health services. Interventions may build trust among consumers and generate awareness and understanding of vaccination. Interventions of this nature embrace collective decision making and community involvement in planning, program delivery, research, advocacy or governance.	<b>Program delivery</b> e.g. Community mother supports and educates mothers in travelling community	<b>Local opinion leaders</b> e.g. A prominent member of a community is chosen to act as a vaccination spokesperson  <b>Community input</b> e.g. Focus groups to seek recommendations from the community about how to better serve the community	<b>Program delivery</b> e.g. Village chief enlisted to help implement vaccine program  <b>Community coalition</b> e.g. Community run coalition plan and implement vaccine program  <b>Partnership building</b> e.g. Partnerships with local organisations i.e. churches, child care

Willis N, Hill S, Kaufman J, et al. "Communicate to vaccinate": the development of a taxonomy of communication interventions to improve routine childhood vaccination. *BMC International Health and Human Rights* 2013, 13:23. <http://www.biomedcentral.com/1472-698X/13/23>

<sup>†</sup>Definitions updated by COMMVAC 2 project team, July 2015.